

**WHAT IS CLAIMED IS:**

1. An apparatus for providing object-in-content information, managed by an object-in-content information managing device, comprising:

a central control unit operable to supply basic content information and provide the object-in-content information in a user-viewable format; and

an object information interface unit operable to transmit a request message including the basic content information to the object-in-content information managing device, receive a response message including the object-in-content information corresponding to the basic content information from the object-in-content information managing device, and transmit the object-in-content information included in the response message to the central control unit.

2. An apparatus for providing object-in-content information of content, comprising:

a basic content information converting unit operable to receive a message including basic content information of the content and provide converted basic content information corresponding to the basic content information;

a storage unit operable to store the object-in-content information;

an information search unit operable to extract the object-in-content information stored in the storage unit by using the converted basic content information; and

an object information transmitting unit operable to generate a response message including the object-in-content information provided by the information search unit and transmit the response message.

3. The apparatus as claimed in claim 2, wherein the basic content information converting unit receives the message, transmits the basic content information to a unit that provides the content, receives the converted basic content information from the unit and provides the converted basic content information.

4. The apparatus as claimed in claim 1, wherein the basic content information comprises one of actual coordinates, a click time, a channel number, or a combination thereof.

5. The apparatus as claimed in claim 2, wherein the basic content information comprises one of actual coordinates, a click time, a channel number, or a combination thereof.

6. The apparatus as claimed in claim 2, wherein the converted basic content information comprises one of actual coordinates, a relative time, a content identifier, or a combination thereof.

7. A system for providing object-in-content information of content, comprising:

an apparatus for providing the object-in-content information, which comprises:

a central control unit operable to supply basic content information and provide the object-in-content information in a user-viewable format;

an object information interface unit; and

an object-in-content information managing device, wherein:

the object information interface unit is operable to transmit a request message including the basic content information to the object-in-content information managing device, receive a response message including the object-in-content information corresponding to the basic content information from the object-in-content information managing device, and transmit the object-in-content information included in the response message to the central control unit, and wherein

the object-in-content information managing device comprises:

a basic content information converting unit operable to receive the request message and provide converted basic content information corresponding to the basic content information,

a storage unit operable to store the object-in-content information,

an information search unit operable to extract the object-in-content information stored in the storage unit by using the converted basic content information, and

an object information transmitting unit operable to generate the response message including the object-in-content information provided by the information search unit.

8. The system as claimed in claim 7, wherein the basic content information converting unit receives the request message, transmits the basic content information thereof to a unit that provides the content, receives the converted basic content information from the unit and provides the converted basic content information.

9. The system as claimed in claim 7, wherein the basic content information comprises one of actual coordinates, a click time, a channel number, or a combination thereof.

10. The system as claimed in claim 7, wherein the converted basic content information comprises one of a relative time, a content identifier, actual coordinates, or a combination thereof.

11. The system as claimed in of claim 7, further comprising a content provider operable to provide the content, receive the basic content information through a separate medium other than a medium providing the content, and provide the converted basic content information corresponding to the received basic content information through the separate medium.

12. A method of providing object-in-content information of content, the method comprising:

obtaining basic content information of the content;

transmitting a request message including the basic content information to an object-in-content information managing device; and

receiving a response message including the object-in-content information extracted according to the basic content information included in the request message.

13. The method as claimed in claim 12, further comprising providing the object-in-content information included in the response message in a user-viewable format.

14. The method as claimed in claim 12, wherein the basic content information comprises one of actual coordinates, a click time, a channel number, or a combination thereof.

15. A system for providing object-in-content information of content, comprising:

a processing unit operable to receive the content and provide basic content information of the content; and

an object-in-content information providing unit operable to provide the object-in-content information corresponding to the basic content information, wherein the processing unit is operable to provide the object-in-content information from the object-in-content information providing unit in a user-viewable format.

16. The system as claimed in claim 15, wherein the content is an original content not processed with the object-in-content information or object recognition information of the content.

17. The system as claimed in claim 15, wherein the processing unit receives the content, as original, through one network and receives the object-in-content information, modifiable, from another network.

18. The system as claimed in claim 15, further comprising an object-in-content information provider operable to provide the object-in-content information without changing the content for the processing unit.

19. The system as claimed in claim 15, wherein the object-in-content information providing unit receives updated object-in-content information for the content.

20. An apparatus for providing object-in-content information of content, comprising:

a control unit operable to provide basic content information of the content; and

an object information interface unit operable to receive the object-in-content information corresponding to the basic content information, wherein the control unit provides the object-in-content information in a user-viewable format.

21. The apparatus as claimed in claim 20, wherein the apparatus receives the content, as original, not processed with the object-in-content information or object recognition information of the content.

22. The apparatus as claimed in claim 20, wherein the object information interface unit receives updated object-in-content information for the content.

23. The apparatus as claimed in claim 20, wherein the basic content information comprises one of actual coordinates, a click time, a channel number, or a combination thereof.

24. The apparatus as claimed in claim 20, wherein the object information interface unit transmits a message including the basic content information to obtain the object-in-content information.

25. A method of providing object-in-content information of content, the method comprising:

requesting the object-in-content information by providing basic content information of the content;

receiving the object-in-content information extracted according to the basic content information; and

providing the received object-in-content information in a user-viewable format.

26. The method of claim 25, wherein the requesting of the object-in-content information includes receiving the content, as original, and obtaining the basic content information of the original content.

27. The method of claim 25, wherein the receiving of the object-in-content information includes receiving updated object-in-content information corresponding to the basic content information of the content.